

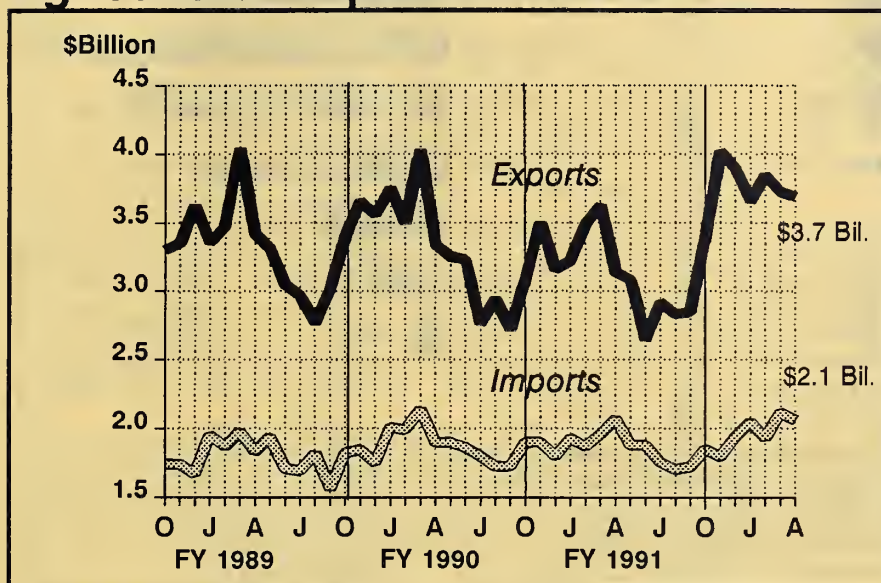
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# AGRICULTURAL TRADE HIGHLIGHTS

## Strong Bulk Commodity Sales Boost Agricultural Exports 18 Percent



April trade statistics released on June 18 by the Commerce Department placed the value of U.S. agricultural exports at \$3.7 billion, up 18 percent from the same month last year. Sharply higher shipments of wheat, soybeans and products, and high-value products accounted for most of the gain. April's performance brings the cumulative fiscal 1992 total (October-April) to \$26.3 billion, up 13 percent from the same period last year.

At \$1.9 billion, U.S. exports of bulk commodities were up 25 percent from last year, one of the best performances of the year. Led by wheat and soybeans, gains in bulk shipments were broad-based with nearly all of the commodities registering double-digit increases from year-earlier levels. Year-to-date, bulk ex-

ports are up nearly \$1.3 billion from levels a year ago at \$11.5 billion.

U.S. exports of intermediate high-value products reached \$749 million, up slightly from shipments last year. Sharply higher soybean product and live animal exports more than offset reductions among the remaining intermediate product categories other than feeds and fodders, which were roughly unchanged from a year ago. April's performance brings the year-to-date total to \$5.6 billion, 10 percent ahead of the same period last year.

Exports of consumer-oriented high-value products remain at a record setting pace, registering yet another double-digit rise in April-up 15 percent to over \$1 billion. Increased exports of red meats, snack foods, dairy products, and fresh and processed fruits and vegetables accounted for

most of the gain. April's performance brings the year-to-date total to nearly \$7.9 billion, 19 percent ahead of the same record-setting period last year.

Trade performance with the top 10 U.S. agricultural export markets in April was up almost across the board from a year ago with only Hong Kong registering a decline. Double-digit gains occurred on shipments to Mexico, most of the major markets in the Pacific Rim, the former Soviet Union, and Egypt. Exports to Canada posted a 7 percent gain from year-earlier levels and shipments to the EC were up 2 percent.

April U.S. agricultural imports were roughly unchanged from a year ago at \$2.1 billion. Year-to-date imports now total \$14 billion, up 4 percent from 1991. Led by strong exports, the year-to-date agricultural trade surplus totalled \$12.3 billion, over \$2 billion higher than the same 7-month period last year.

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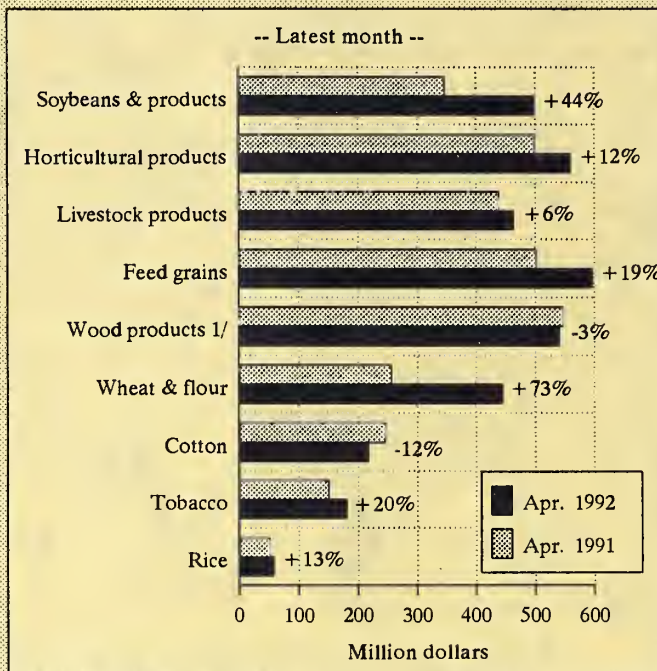
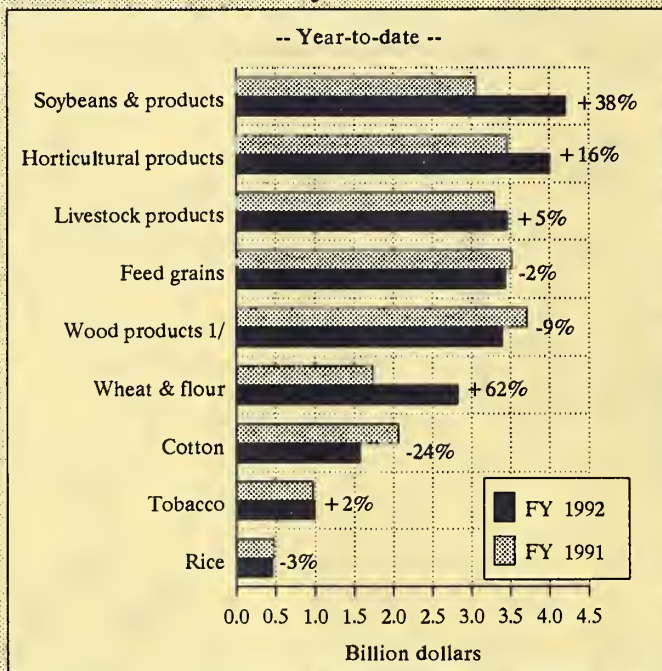
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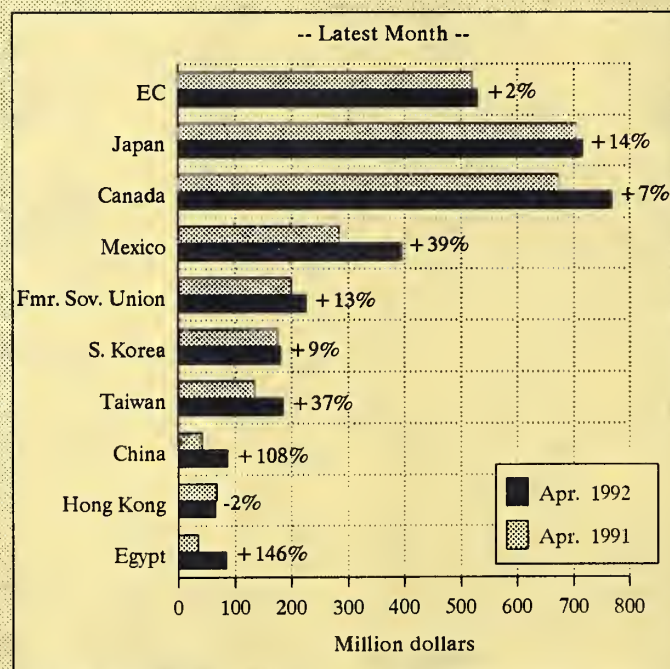
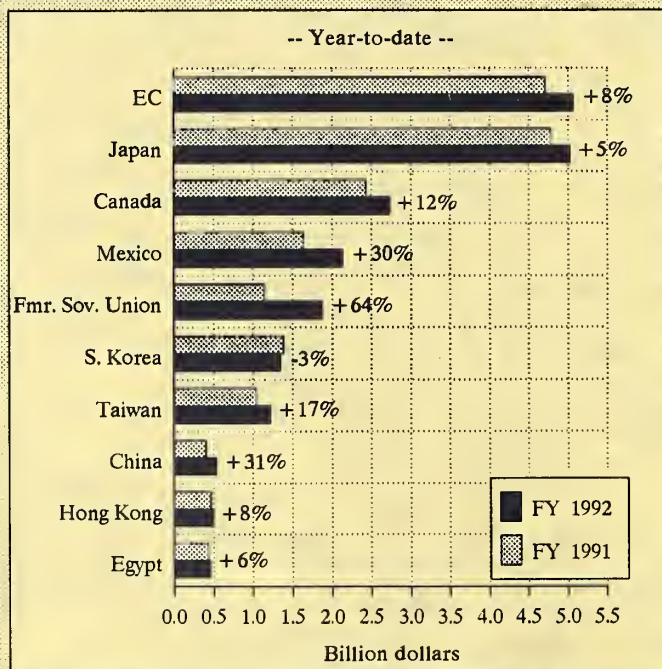
# U.S. Agricultural Export Summaries

## October-April and Latest Month Comparisons

### Product Summary



### Top Ten Markets Summary



Note: Percentages are computed as the change from a year ago.

1/ Not included in agricultural totals.



# Commodity Highlights

*April exports of agricultural products rose 18 percent from last year to \$3.7 billion. Significant increases occurred in sales of wheat and wheat flour, feed grain, soybeans and products, and horticultural products.*

**W**heat and wheat flour sales of \$445 million continue a recent growth trend, increasing 73 percent with only a 31 percent volume increase. Expected tighter supplies of U.S. wheat for the rest of the 1991/92 marketing year continue to exert upward pressure on prices. The former Soviet Union accounted for \$67 million of the \$188 million increase from last April. Other notable gains occurred in sales to Egypt, China, Japan and Bangladesh, up \$40 million, \$28 million, \$23 million and \$20 million, respectively. During the first 7 months of fiscal 1992, wheat and wheat flour exports have grown 62 percent on a 44 percent rise in volume, compared with the same period in 1991.

Exports of *feed grains* increased in April to \$597 million, from \$501 million last year. Value was up 19 percent while volume rose 12 percent. Exports to Mexico, Taiwan and Japan rose \$55 million, \$34 million and \$17 million, respectively. Drought plagued sub-Saharan Africa collectively increased purchases by \$32 million. Shipments to the former Soviet Union and Korea fell sharply by \$56 million and \$11 million, respectively. So far this fiscal year, feed grain sales are down 2 percent on a 7-percent fall in volume.

*Soybean and product* exports rose sharply in April by 44 percent to \$499 million compared with \$347 million last April. Significant increases in shipments were to the EC, Philippines, Mexico, Korea and Algeria, up, \$46 million, \$27 million, \$23 million, \$18 million and \$7 million, respectively. Sales dropped to Canada and Israel, down \$4 million each. Year-to-date soybean and product exports for fiscal 1992 now total \$4.2 billion, 38 percent ahead on both value and volume over the last fiscal year at this time.

U.S. *rice* exports rose 13 percent in April to \$58 million on a 1-percent increase in volume. While moderate sales declines were widespread, sales increased \$10 million to Turkey, and \$3.5 million to both Mexico and Saudi Arabia. Low world-wide rice stocks continue to exert upward pressure on prices. While year-to-date value is off 3 percent, volume is 15 percent below that of the same period last year.

*Horticultural* exports during April continued robust growth, up 11 percent in value on a 20 percent rise in volume over last year, to \$553 million. Most of the \$54 million gain was in shipments to Canada, up \$14 million, Mexico and Japan, up \$11 million each, and Hong Kong, up \$6 million. The EC was the only major U.S. horticultural market to decline in April, with sales off \$6 million. The double digit growth in overall horticultural exports was led by fruit and vegetable juices, up 32 percent, tree nuts, up 14 percent, and fresh fruit, up 11 percent. During the first 7 months of fiscal 1992, horticultural exports continued their record setting pace and are running 15 percent above the record fiscal 1991 level, and now total more than \$3.9 billion.

April sales of *unmanufactured tobacco* rose 20 percent, or \$30 million to \$181 million. Increased sales to Japan dwarfed all other markets, up \$28 million, followed by Turkey, with a gain of \$6 million, the Dominican Republic and Poland, each up \$3 million, and Switzerland and Korea, each up \$2 million. Sales declined to the EC and the Philippines, down \$9 million and \$2 million, respectively.

Year-to-date exports of *unmanufactured tobacco* are up 2-percent to \$996 million on a volume increase of 1-percent.

Exports of *cotton* in April were down 15 percent to \$218 million on unchanged volume. The erosion in U.S. exports reflect increased competition due to higher world production and lower prices. Of the \$39 million in overall decline, the most notable occurred in sales to the EC, off \$22 million, Japan, \$15 million lower, Hong Kong, \$10 million less, and Bangladesh, which fell \$7 million. Sales to China, Egypt and Mexico ran counter to the trend, gaining \$18 million, \$15 million, and \$10 million, respectively. Year-to-date sales now total \$1.6 billion, down 24 percent from last year's pace, on a 15 percent volume decline.

*Livestock and product* exports for April were up 6 percent to \$462 million. Sales to Japan and Taiwan were up \$25 million and \$4 million, respectively. Sales to Mexico were roughly unchanged at \$1 million. There were significant declines in exports to Canada, down \$5 million, and Korea, Hong Kong and Nigeria, each down \$3 million. The year-to-date livestock and product exports now total \$3.4 billion up 5 percent from last year.

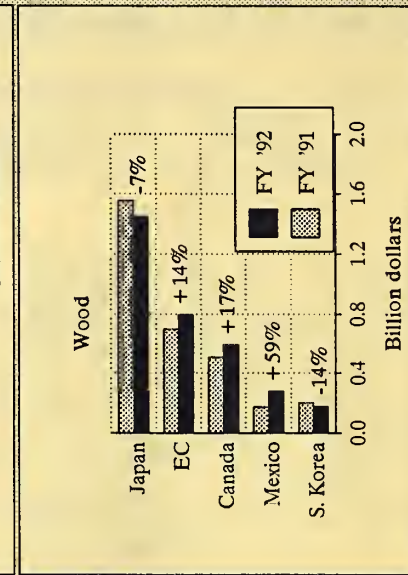
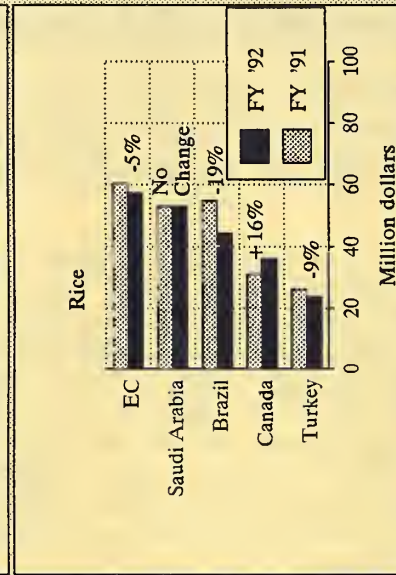
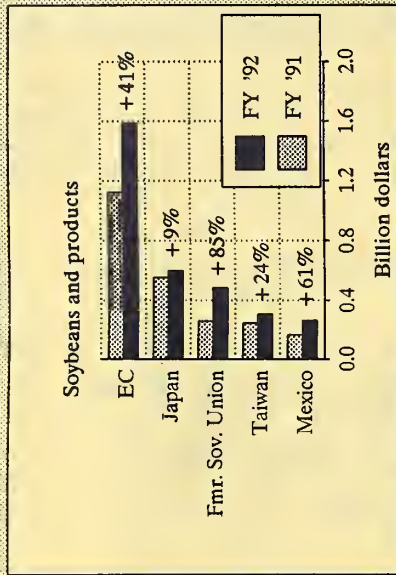
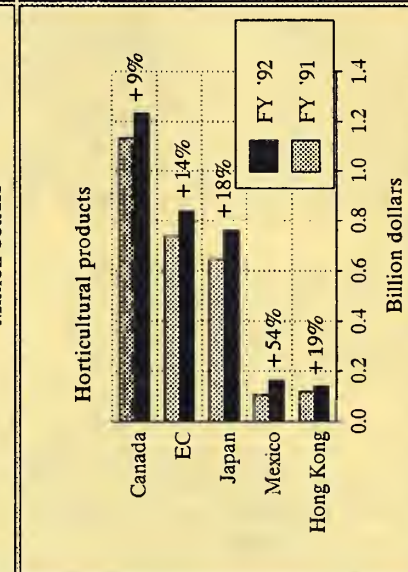
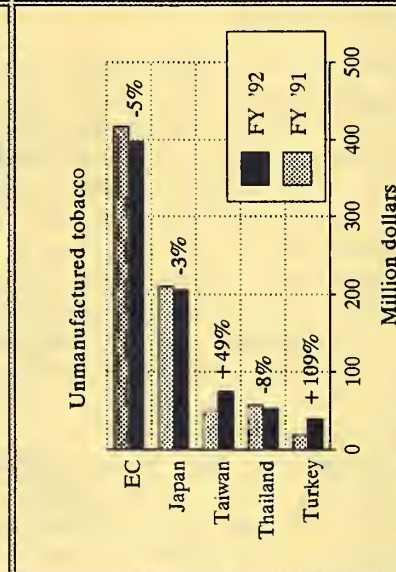
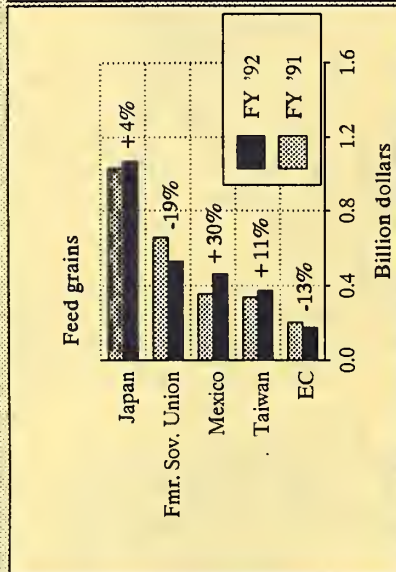
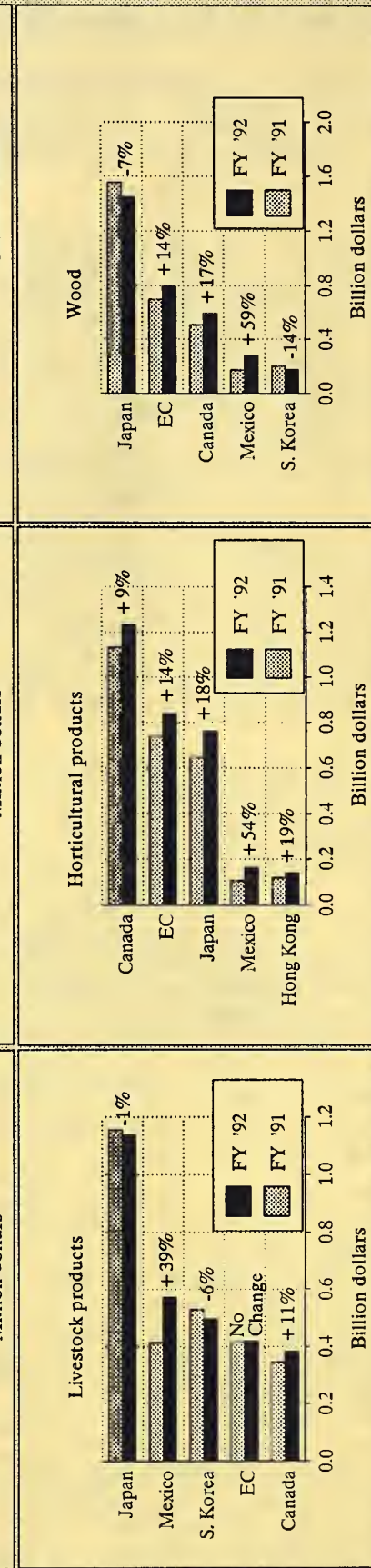
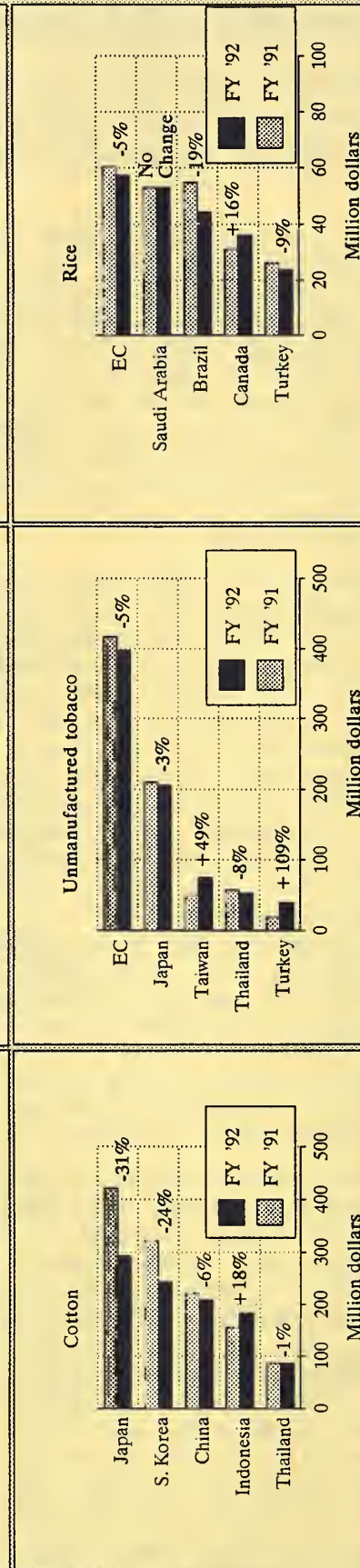
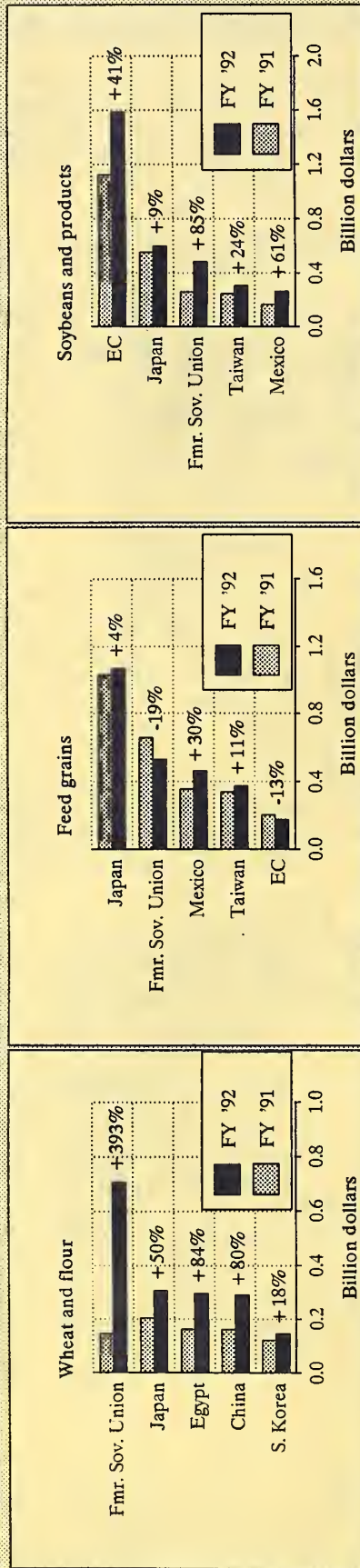
Sales of *wood products* in April declined 1-percent to \$541 million. Major markets showing gains were Mexico and the EC, both up \$11 million, and Canada, up \$3 million. The former Soviet Union is emerging as an important market with sales increasing by \$8 million. Significant sales declines occurred on sales to Korea, Japan, and Australia, down \$14 million, \$13 million and \$4 million, respectively. Year-to-date wood product exports have reached \$3.8 billion, roughly 4-percent ahead of last year's level.

*For more information, contact Robert Tse at (202) 720-1294*



# Top Five Markets for Major U.S. Commodities

## October-April Comparisons



Note: Percentages are computed as the change from fiscal 1991 to fiscal 1992 cumulative totals.  
1/ Negligible exports reported during comparable period last year.



## Product Spotlight: Prepared Meats

*Agricultural Trade Highlights' product spotlight continues this month with a look at prepared meats, a growing U.S. consumer-oriented export. Boosted by a rising global demand for ready-to-eat foods, these products have achieved double-digit export growth in each of the last 5 years. With growing acceptance of U.S. meats in many important markets, exports are forecast to continue rising to nearly \$400 million by the mid-1990s.*

What do hot dogs, Italian sausages, and chicken nuggets have in common? They are just a few of the many popular prepared beef, pork, and poultry exports from the United States. World demand for these products is rising rapidly, with sales reaching \$278 million in fiscal 1991, more than doubling shipments in 1987. Growing world consumption of prepared meats is expected to boost U.S. exports to near \$400 million by the mid-1990s.

Together, Canada, Japan, and Mexico account for two-thirds of U.S. processed meat product exports. Canada is the leading market, purchasing one-third of all shipments. To the South, rising incomes in Mexico are beginning to support greater consumption of high-value meat products. In East and Southeast Asia, meat continues to replace

rice in East and Southeast Asian diets. In Middle Eastern countries, as well as Hong Kong and Singapore, U.S. products are well received and face little competition from domestic suppliers.

Prepared meats have traditionally been thought of as mainly ham, bacon, corned beef, beef jerky, sausage, and various other deli meats made from beef and pork. In recent years, however, new products made from poultry meat, such as turkey hams and brown-and-serve sausages, have become increasingly important.

### Beef and Pork

U.S. exports of prepared beef, veal, and pork products totaled \$79 million in 1991. Exports of these single-ingredient products to Canada summed to \$36 million last year, while shipments to Japan and Mexico totaled \$13.4 million and \$8.5

**Note:** For the purpose of this analysis, prepared meats are defined as finished or semi-finished preparations consisting of meat or meat offal, which have been pre-cooked, sliced, minced, chopped, de-boned, mixed with other ingredients, breaded, smoked, dried, canned, or otherwise further processed.

million, respectively. While overall sales of prepared beef products have been mostly flat during the past several years, prepared pork exports have grown rapidly.

U.S. exports of cured bacon rose to \$12 million last year, boosted mainly by greater consumption in Mexico and Japan. At \$4 million, Mexico is a sizzling bacon market. If current growth continues, exports to Mexico will exceed \$6 million in 1992. Shipments to Japan reached a record \$1.8 million in 1991 and should hit \$3 million by the end of this year.

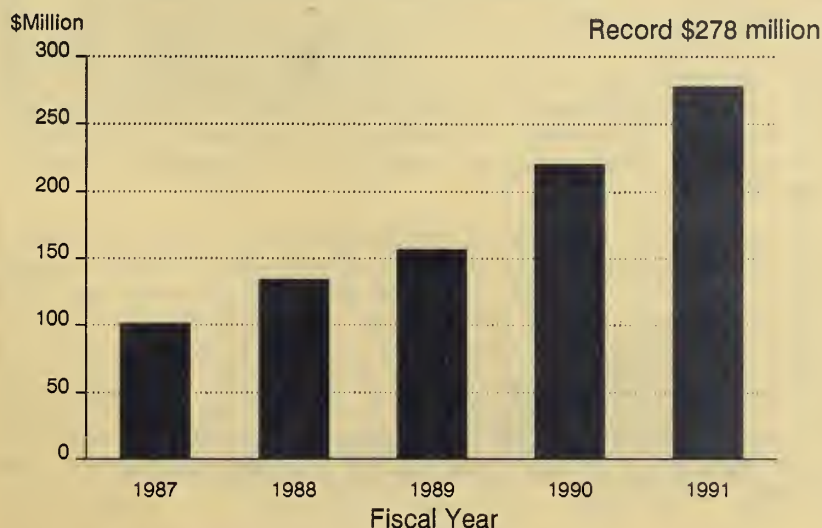
U.S. exports of cured hams, shoulders, and other related pork products also totaled \$12 million in 1991. Despite a recession, the Caribbean was the largest market for these products, accounting for nearly a third of the total. The other important markets are Canada, Mexico, and Panama, collectively accounting for another third of total sales.

Although most U.S. pork product sales to Japan--with the exception of bacon--have stalled the past few years, potential for export expansion does exist. According to the U.S. Meat Export Federation, Japan is the world's largest importer of pork, with ham and bacon accounting for roughly half of the Japanese prepared meat market. While imports account for only a quarter of the total pork supply in Japan, the anticipated decline in Japanese pork product production, mixed with rising consumption, offer long-term opportunities for U.S. processors.

A constraint to further growth is Japan's highly concentrated pork industry. Market access for pork products is difficult because an esti-

### Get Your Red Hots Here:

#### U.S. Prepared Meat Exports Rise Sharply





## ...Prepared Meats

mated 83 percent of pork imports are controlled by the five largest manufacturers. Most Japanese pork imports are carcasses and parts used by ham and sausage processors.

Ito Ham Foods Inc., one of the five largest Japanese pork processors, has gone one step further by producing its finished product in the United States. According to *The National Provisioner*, a trade magazine covering the U.S. food industry, Ito Ham's subsidiary, Ito Cariani, exports Japanese-style sausages and hams from the United States to Japan through Ito Ham's distribution system.

U.S. pork products also face stiff competition from dominant Taiwanese and Danish suppliers in Japan's imported pork market. These suppliers are more geared toward exporting than most U.S. suppliers. However, some competitive U.S. ham manufacturers are meeting the demands of the world market by offering a three-tiered product line, featuring a lower-priced ham with a high water content, a medium-priced ham for the mid-scale consumer, and a premium-priced ham for the up-scale consumer.

### Sausages and Similar Products

U.S. exports of sausages and similar products made from mixed ingredients topped \$70 million in 1991, increasing five-fold since 1987. While only marginal growth to the world is expected this year, shipments to both Canada and Mexico should reach new record highs of \$20 million, accounting for well over half of total sales. Exports to Japan have fallen still further behind their 1990 record of \$20-million. Since the opening of the sausage market in 1990, Korea has emerged as the fourth largest importer of U.S. sausages, with \$8 million in purchases last year.

Traditional sausage products--bologna, hot dogs, salami, and pepperoni--have historically been purchased at local deli meat counters and contain ingredients besides meat, such as salt, pepper, and other seasonings.

Dry sausages do not need to be cooked and are usually sold in hard sticks or sliced into cold cuts. Refrigerated soft sausages include frankfurters, wieners, and uncooked spiced ground meat packaged in cylinders, links, and patties.

U.S. sausage exporters are overcoming traditional consumer attitudes about meat in overseas markets to increase sales. Most U.S. sausage exports are pre-packaged in fixed portions. However, in many markets, particularly Mexico, consumers historically have preferred to purchase meat in bulk and on a variable-weight basis. In Japan, consumers are particularly conscientious about meat freshness and prefer to purchase meats that they can see being sliced and wrapped at the meat counter in the local butcher shop. Despite this, most sausages now sold in Japan are packaged in a transparent bag or air-tight/vacuum pack.

Sausages account for 52 percent of Japan's prepared meat market. Although demand is increasing for pure pork sausage, imports from the United States are hindered by a 10-

percent tariff as well as other import restrictions, such as portion control, and size and cut specifications. The majority of sausage sales in Japan are through retail supermarkets and convenience stores. According to industry sources, convenience stores may be becoming a more important distribution source for direct exports of U.S. products.

Sausages for home-use in Japan, especially frankfurters and wieners, are consumed primarily in bento lunch boxes by children and husbands and as snacks between meals. Breakfast use is expected to expand with the growth of morning sausage menu items at Western-style restaurants and hotels. Sausages are also featured as a side dish at local beer pubs.

As health and convenience concerns at home have been echoed abroad, U.S. manufacturers are employing new processing technologies to create innovative product line extensions. The introduction of new sausage and bologna products (including poultry specialties) has been driven by demand for ready-to-serve foods in a growing number of mar-

### SPAM is a Hit in South Korea

SPAM's popularity in South Korea is just one example of the potential many U.S. processed meat products have as niche items in overseas markets. Made of 100-percent pork shoulder and ham, SPAM is considered an up-scale product by many Koreans, often purchased as a gift-item in decorative baskets at local department stores. Peter Hoeper, Manager of Licensing Operations and Export Sales for Hormel, says the company is "positioning SPAM as a premium luncheon meat product" in the Korean market, as a "tremendous source of protein that needs no refrigeration." Hoeper points to the product's "convenience and versatility" in all 50 markets it is sold in world-wide.

SPAM first made its way to Korea via the U.S. military involvement in the Korean War, appearing on the black market with other 1950 military-issue products. SPAM continues to be attained through U.S. military bases, but for the last 5 years, Hormel has produced the canned luncheon meat in Korea through a licensing agreement with Cheil Foods & Chemicals Inc., a subsidiary of Samsung. Although Hormel does not export the product from the United States, parallel shipments to Korea are being diverted into the export market against Hormel's wishes. Apparently, imported SPAM has a loyal following of its own, despite a significantly higher price differential from the licensed product.



## ...Prepared Meats

kets. Hormel International Corporation has been on the leading edge of exporting these shelf-stable processed meat products pre-packaged in microwave and aluminum containers. SPAM, the company's leading processed meat product, is one of a number of successful retail lines being exported, including corned beef, bacon bits, beef stew, wieners, meat sauces, and canned deli products. Several of these products are also produced in low-fat and low-salt versions.

Hormel has even been a part of the U.S. fast-food industry's movement abroad, supplying pizza toppings for Domino's in Mexico and Pizza Hut in Canada. Newly opened Subway restaurants in Japan also import pepperoni, sausage, and luncheon meats from Armour-Swift-Eckrich for the franchise's popular sub sandwiches.

### Poultry Specialties

Beef and pork product exporters aren't alone in responding to the rapid growth in world demand for prepared meats. U.S. exports of

prepared poultry products totaled \$85 million in 1991, a five-fold increase from 5 years ago. At \$42 million, Canada is by far the largest prepared poultry market, followed by Mexico and Japan, with sales of \$12 million each and rising. Other important markets include Hong Kong (\$7.5 million), and Singapore (\$2.3 million).

Prepared poultry products are only beginning to be introduced in Mexico, yet there are already signs of the young market's tremendous potential. Six months into 1992, prepared poultry exports to Mexico have exceeded sales for all of 1991 by \$3 million. U.S. companies are well positioned to promote the sale of processed chicken items, such as bologna, frankfurters, sausage, nuggets, and patties, as well as new turkey varieties.

U.S. poultry shippers are beginning to consider the large Mexican cold cut market. Insignificant domestic turkey production and few import restrictions for poultry meat, suggest swift market penetration for U.S. turkey cold cuts. Cooked and un-

cooked turkey breasts are just now being introduced in Mexican supermarkets and delis.

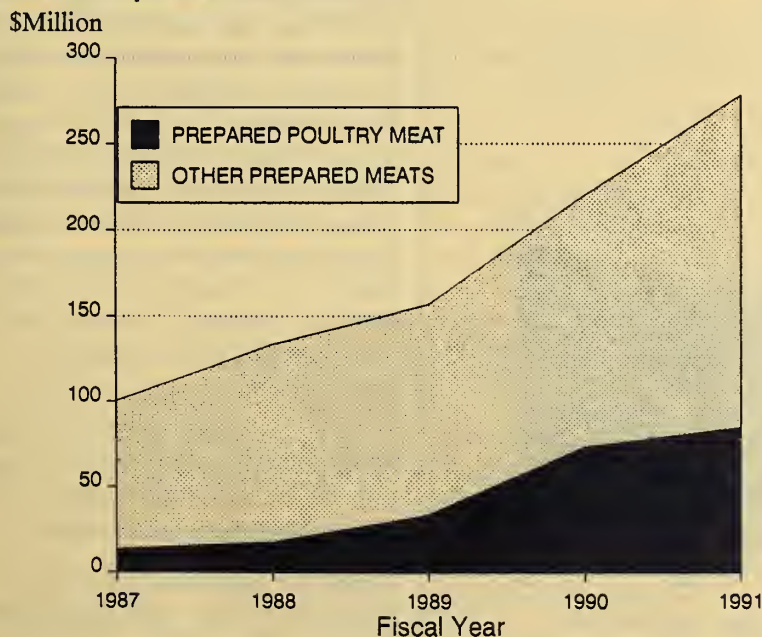
Tyson's Foods--one of the largest poultry processors in the United States--is involved in Mexico and a number of other markets, supplying breaded chicken patties, chicken tenders, and ready-to-eat meals to the food service and retail sectors. The food service industry accounts for the majority of Tyson's exports to Canada, the company's largest market for further processed poultry products. Trade in the Japanese market is divided evenly between the food service and retail food sectors through Tyson's relationship with a large Japanese trading company.

According to a recent study by the Poultry & Egg Export Council, popular menu items in Japan involving processed chicken at quick-serve restaurants are chicken burgers, nuggets, chips, and tenders. Chicken stew, ground meat balls, and teriyaki are sold in sozai shops (delicatessens). Although the number of shops handling turkey are not large, whole roasted turkeys, turkey salads, and specialty meats are available. Turkey is a growing specialization business in Japan, with companies exporting smaller 6-8 pound turkeys to be used for special occasions.

U.S. prepared meat products have the advantage of quality, wholesomeness, and variety in many markets. However, the future of these products depends on the commitment of U.S. processing companies to make exporting a regular part of their market development activities.

*For more information, contact Karen Halliburton, (202) 720-1294*

### Poultry Products Help Fuel Growth in U.S. Prepared Meat Exports





## Country Spotlight: France



France has long been the largest exporter of agricultural products in the European Community (EC), with sales of almost \$36 billion in 1990. However, the French also are major importers of agricultural products, with 1990 purchases of \$25 billion. While other EC members supply the majority of France's agricultural imports, shipments from the U.S. are becoming more important. U.S. agricultural exports to France reached a record \$580 million in 1991, and with rising incomes and a growing preference for "American-style" eating, further growth in de-

mand for U.S. agricultural products is expected.

While products such as feeds and fodders, live animals, and planting seeds, typically account for the majority of U.S. agricultural exports to France, exports of consumer food products, such as fresh and processed fruits and vegetables, meat, and nuts, are the fastest growing. Sales of consumer food products during the first four months of 1992 were up 26 percent from the same period last year, and further growth is expected. Sales are forecast to reach a record \$300 million by the end of the year.

The recent growth in U.S. consumer food shipments to France is part of a revolution in French consumption habits. Important changes in French demographics, such as an increase in working women, smaller families, and more retired consumers with higher incomes, are causing a broad

shift away from traditional foods. Demand for convenience foods, single-serve portions and snack foods has increased significantly within the past several years. The average French household is eating more yogurt, ice cream, ready-to-cook dishes, and pizza than ever before. As loyalty to traditional foods continues to decline, marketing opportu-

*....U.S. agricultural exports to France reached a record \$580 million in 1991, and further growth is expected....*

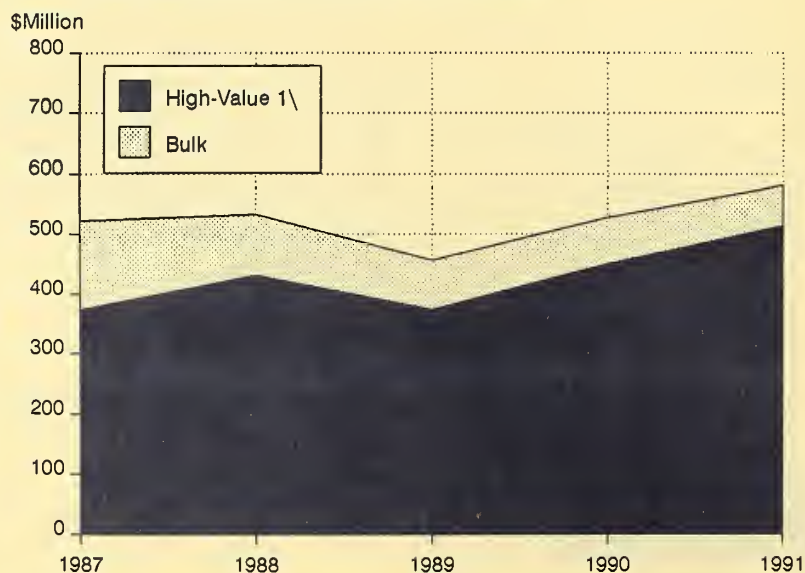
nities for new food products will increase and this bodes well for American agricultural exports to France.

French food consumption habits, with a few exceptions, tend to reflect U.S. trends. The French are eating fewer animal fats and sugared food products and drinking less alcoholic beverages and more fruit juices and mineral waters. Health concerns have also led to a wave of fresh and processed health food lines. An increasing number of working women and others with less time for meal preparation has buoyed the market for quick-to-prepare foods. Snack food products have benefited from a decline in the traditional 3-square meals a day routine. Record numbers of French tourists traveling abroad are returning home with a taste for new, exotic, and ethnic foods, resulting in a significant "crossbreeding" of consumer tastes.

Among the U.S. food exports to France, products with particular promise for future growth include fruit juices, fresh fruits, snack foods, and health/dietetic food products.

During the past decade, French consumption of fruit juices grew by 70

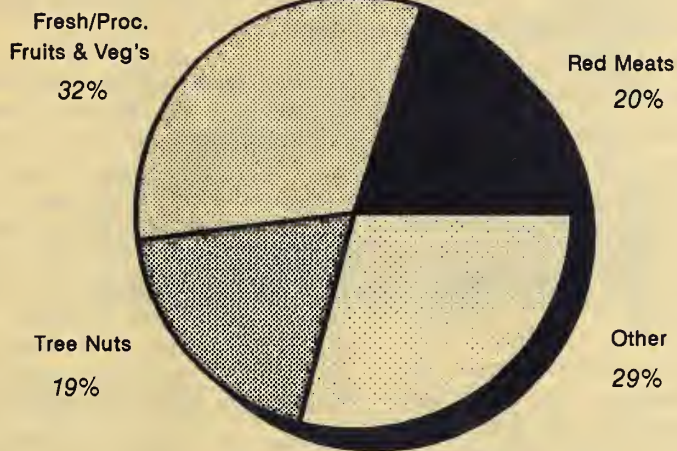
**High-Value Products Account for Growing Share of U.S. Agricultural Exports to France**



1\ Includes both Intermediate and Consumer-Oriented High-Value Products



### Horticultural Products Lead French Imports of U.S. Consumer-Oriented Foods in 1991



percent, to about 6 liters per capita in 1990. Orange juice is by far the favorite fruit juice. U.S. fruit juice exports, which enjoy a quality image in France, are growing at twice the rate of juices from other foreign sources.

Fruit and vegetable sales totaled more than \$14 billion in 1990, and represent 10 percent of French household food purchases. With their fresh, healthy, easy-to-eat image, fresh fruits have great market potential, especially tropical and exotic fruits, although import restrictions may limit growth. Off-season and extended season sales of fruits such as cherries, melons and strawberries are two strategies from which U.S. suppliers could benefit. U.S. grapefruits, oranges and avocados have also done well in the French market, particularly rose grapefruits which have a high quality, good tasting image.

The French snack food market market was valued at nearly \$600 million in 1990, with French adults snacking

at least once a week. The French mainly consume snack products during dinner parties and are only slowly following the American habit of snacking between meals and while watching television. Nuts represent 45 percent of the total value of the domestic snack market, followed by crackers (32 percent) and extrudes (22 percent). U.S.-style cookies have been a solid success for U.S. suppliers in the French market, with chocolate chip being the most popular.

Riding the wave of increased consumer awareness of the benefits of a nutritious, well-balanced diet, demand for health/dietetic food products in France has grown markedly

over the past several years. An estimated 25 percent of French households regularly purchase health foods. The majority of consumers are female, in the middle to upper income class, and between 18 and 45 years of age. Large supermarket chains account for the bulk of health food sales. Although proper nutrition is an increasingly important issue, French consumers are not willing to trade off taste for a better diet. They demand nutritious and good tasting health food products. Bright colors, upscale packaging and above all, a clear statement on the label about the health benefits of a product are essential for market penetration.

Packaging should not be overlooked by U.S. suppliers. Colors, designs, and labels that sell in the United States may not work in France. Additionally, French regulations strictly limit the use of hyperbole such as "great" or "fantastic taste" and phrases such as "all natural" which are popular in the United States.

The continuing change in the French diet is providing new opportunities for U.S. agricultural exporters. As the desire for new consumer foods expands, U.S. exporters willing to cater to French tastes will find a growing demand for their products.

*For more information, contact Tom St. Clair, (202) 720-1294.*

### Euro Disney Opening Expected to Spur Sales of U.S. Farm Products

Euro Disney, which opened this Spring, will expose Europeans to a slice of Americana which could increase demand for certain U.S. food products. Disney intends to import from the U.S. many of the foods to be served in its theme park and six surrounding hotel/restaurants. It is estimated that 15 million people will visit Euro Disney, located just outside of Paris, during its first year of operations.



## Run for the Border! U.S. Agricultural Exports to . . .

*News about growing demand and increased accessibility for U.S. agricultural products with neighboring Canada and Mexico has U.S. food exporters looking to capitalize on the recent developments. While both are traditionally U.S.-dominated markets, U.S. food exports to these countries, particularly high-value food products, has rocketed in the last 5 years, nearly tripling in value. With a multilateral free trade agreement on the table, it appears that the outlook for U.S. exporters is brighter than ever.*

According to recent FAS analysis, U.S. agricultural exports to the United States' two NAFTA (North American Free Trade Area) negotiating partners, Canada and Mexico, may reach a combined \$8.3 billion in 1992. If realized, this would make NAFTA the United States' largest export market for the first time--surpassing Japan's \$8.1 billion and the EC's \$7.1 billion for top honors. In fact, at \$8.3 billion, U.S. farm exports to the NAFTA market will account for 20 percent of all U.S. sales overseas this year--up from only 10 percent just 5 years ago--and is a strong indication of how important this market has become to U.S. agriculture.

FAS also believes that Mexico and Canada are among the best market prospects for U.S. agricultural ex-

ports, and could possibly strengthen their positions vis-a-vis other top U.S. markets in the years ahead. Furthermore, it is interesting to note that 80 percent of U.S. farm exports to these North American markets are intermediate and consumer-oriented high-value products, dominated by horticultural, meat and poultry, livestock, and processed food products. Not only is this component of agricultural trade the largest, it is also the fastest growing, rising nearly threefold since 1987.

As recently as 1989, the NAFTA countries ranked as only the fourth largest market for U.S. agricultural exports, behind Japan, the EC, and the rapidly developing Four Asian Tigers (Taiwan, Korea, Hong Kong, and Singapore). However, by 1991, exports to Canada and Mexico had grown to a combined \$7.3 billion--

strong enough to move them ahead of both the EC and the Four Tigers, but still second behind Japan. With new highs expected this year, 1992 should be the year exports to Canada and Mexico overtake those to Japan.

Up until the recent past, the United States was a net importer from the two neighboring countries, purchasing \$575 million more than it exported in 1988. The year before that, the United States was a net importer of \$1.1 billion (\$700 million in net imports from Mexico and \$400 million more from Canada). This situation was not that unusual in light of the fact that Canada and Mexico are major agricultural pro-

*With new highs expected this year, 1992 should be the year that exports to Canada and Mexico overtake those to Japan.*

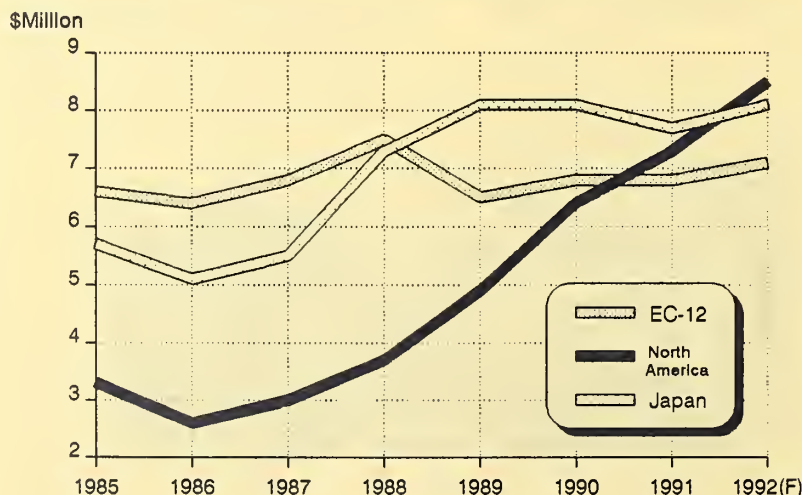
ducers. However, with U.S. agricultural exports to these countries expanding by 125 percent (or \$4.6 billion) between 1988 and 1992, and imports having grown by only 38 percent, FAS projects the United States may register an agricultural trade surplus of \$2.6 billion in 1992. Furthermore, given FAS' trade outlook over the next 3 to 6 years, this surplus should continue to rise.

### Exports to Mexico Triple

U.S. agricultural exports to Mexico in 1992 are anticipated to reach a record \$3.5 billion, up 20 percent from last year's record and almost triple its 1987 level of \$1.2 billion. Of equal interest, and the major reason for this impressive growth, has been the shift which has occurred among the mix of agricultural products sold to the Latin American country.

Primarily a bulk commodity market prior to 1987 (mostly coarse grains and soybeans), Mexico is now one of the United States' largest and fastest

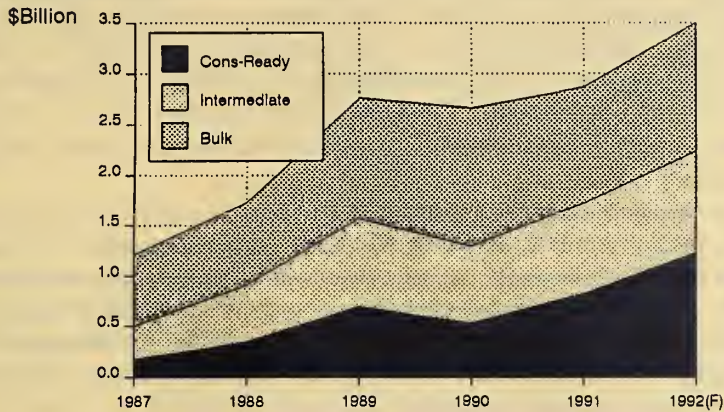
**Canada and Mexico Expected to Take Lead in 1992**





# Canada and Mexico on the Rise

## Demand for U.S. Consumer Food Products Surges in Mexico . . .



growing high-value markets with 1992 exports expected to reach an all-time high of \$2.4 billion. This is up 40 percent from last year's record and almost four times higher than 5 years ago. As a result, high-value products now account for almost 70 percent of all U.S. agricultural sales to Mexico versus 40 percent in 1987. Consumer food products have gained the most with meat and poultry, horticultural products, dairy products, and snack foods among the leaders. Other high-value products doing well include live animals, cattle hides, feeds and fodders, and soybean meal.

Much of this growth can be attributed to Mexico's trade liberalization efforts that began in 1987 as well as the economic revitalization that has occurred in the wake of President Salinas' structural reforms. Unfortunately, bulk commodity trade has not been liberalized. Therefore, exports have shown little growth over the past few years--a situation that could improve with a NAFTA agreement.

### Exports to Canada at Record Highs

Similar to the situation in Mexico, U.S. agricultural exports to Canada have expanded significantly in recent years with growth in high-value

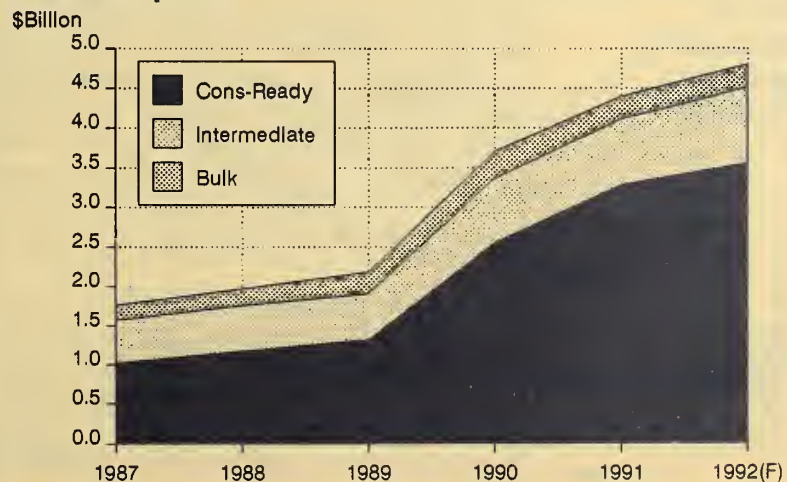
products leading the way, especially consumer food products. With high-value products now accounting for 94 percent of all U.S. agricultural exports to Canada, growth in this product category is expected to push U.S. exports to a record \$4.8 billion in 1992, up 9 percent from last year. Major products include fresh and processed fruit and vegetables, meat and poultry, snack foods, pet foods, nursery products, soybean meal, and live animals.

Much of this growth can be attributed to improved market access created by the U.S.-Canada Free Trade Agreement. However, climatic and low-cost production advantages have also contributed to the United States' success in this market. Interestingly, record exports have occurred despite a strengthening U.S. dollar vis-a-vis the Canadian dollar and stagnant economic growth in the Canadian economy, implying reversals in either of these scenarios could push exports even higher.

This outlook is particularly timely and noteworthy as the United States contemplates the future of American agriculture in the wake of any NAFTA agreement. Creating a market with enough consumers and buying power to rival the European Community while further improving market access for U.S. bulk commodities and high-value food products should help what is now a great market become an even better one in the years ahead.

*For more information, contact Lori Huthoefer (202)720-1034, or Mike Dwyer (202)720-1294.*

## While Canadians Continue to Enjoy U.S. High-Value Imports



Note: U.S. exports to Canada under-reported by about \$1 billion prior to 1990.



# Trade Policy Updates

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## Uruguay Round Agricultural Negotiations

Bilateral discussions between the United States and the EC are still underway in an effort to reach agreement on agricultural reform in the Uruguay Round. As a follow-up to President Bush's meeting of April 22 with EC Commission President Delors, EC Commissioner Andriessen traveled to Washington for meetings on May 27 with Secretary Madigan, USTR Hills and Secretary Baker. This was the first occasion for a top EC official to describe the reform of the Common Agricultural Policy (CAP) approved by the EC Council on May 21 (see below). The U.S. officials asked how the EC would translate CAP reform into an Uruguay Round agreement and offered several suggestions.

EC CAP Reform--EC Agriculture Ministers reached agreement on May 21 on the reform of the Common Agricultural Policy (CAP). The CAP reform program, which was formally proposed by the EC Commission in July, 1991, will be phased in over 3 years beginning in 1993/94. Under CAP reform, grain prices would be reduced 29 percent (compared to the proposed 35-percent) by 1995/96. At the end of the transition period, the EC intervention price would be 100 ECU (\$144). Farmers would receive a market, or "target," price plus a compensatory payment. The sum of these two components (\$226) equals the current average buying-in price for grain. Those farming over 50 hectares, must set aside 15 percent of their arable cropland (grain, oilseeds, and protein crops) in order to receive the compensatory payment.

The dairy quota (currently 106.8 million tons) will not be reduced in 1992/93, but the Commission may propose cuts in subsequent years. The intervention price for butter would be cut by 5 percent over 2 years, while the price of skimmed milk powder (SMP) would be unchanged. The intervention price for beef would be reduced by 15 percent. Compensation would be paid in the form of a per head premia of \$263 for male bovines and \$175 for suckler cows. Payment of premia will be contingent on lower stocking densities. The ceiling on beef intervention purchases would be phased down from 750,000 tons in 1993 to 350,000 tons in 1997. Safety net intervention purchases would be triggered when market prices fall below 60 percent of the intervention price.

EC Price Package Adopted--In line with the EC Agriculture Council's decision to undertake a major reform of the CAP beginning in 1993/94, the Council recently agreed to roll over current prices for the 1992/93 marketing year. However, the automatic price cuts for cereals under the current stabilizer system have been reduced from 11 percent to 3 percent through abolition of co-responsibility levies.

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## India and the United States Enter Into New Almond Trade Agreement

Through an "Exchange of Letters" effectuated on June 1 between the Indian Ambassador to the United States and U.S. Trade Representative Carla A. Hills, the two countries have agreed to amend the procedure with respect to India's import policies affecting almonds. Under the terms of the new agreement, India will end quantitative restrictions on almond imports and bind the duties on almonds in the GATT at 55 rupees per kilogram (about \$1.96) for in-shell almonds and 100 rupees per kilogram (about \$3.55) for shelled almonds. The new agreement will be fully implemented once India formally binds these duties as part of Article XXVIII negotiations.

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## Mexican Certification of U.S. Meat and Poultry Plants Planned

The Mexican Sub-Secretary for Animal Health informed the U.S. Agriculture Minister-Counselor in Mexico City on June 17 that all foreign slaughtering facilities wishing to export red meat or poultry meat to Mexico will require certification by Mexican authorities. This requirement would become effective August 15, 1992 with Mexican inspectors available to respond to requests for certification on July 1. According to the Sub-Secretary, Mexican certification requirements would parallel those used by the United States.



## ...Trade Policy Updates

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### **Japanese Trade Association Complains About Import Barriers**

In an unusual show of disapproval by a Japanese organization of its government's policies, a Japanese retail association is calling for tariff cuts and simplified import procedures. The Japan Chain Stores Association said that a survey of 58 member retailers showed that they imported foods valued at 1.1 trillion yen, or 9.3 percent of total sales in FY 91. This represented only a 5-percent increase, while total sales increased 7 percent. The association said that if the government really wants to increase Japanese purchases of foreign goods, it should lower tariffs and simplify import procedures. It said high tariffs on beef, leather and textiles, complex customs procedures, and quarantine rules and regulations on additives in food, cosmetics, and other goods all worked against imports and should therefore be dismantled.

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### **Humanitarian Shipments of Food to Yugoslavia Allowed**

On June 5, in compliance with recent UN sanctions, the United States imposed comprehensive economic sanctions against the Federal Republic of Yugoslavia, including a ban on trade in all goods except for medicine and humanitarian food supplies, a halt to air and sea travel between the two countries, and a ban on scientific and cultural contacts. Earlier, a freeze on Yugoslav assets in the United States was ordered.

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### **Israel May Open the Door to Increased U.S. Exports**

Recent moves by the Israeli Ministry of Agriculture (MOA) may indicate a change in its protectionist attitudes toward agricultural imports. Israel's livestock Breeders' Association signed a barter agreement with Hungary to import about 400 head of Hungarian beef calves in exchange for 170 Israeli dairy calves and related genetic material. The barter agreement temporarily rescinded a ban on imports of beef cattle for slaughter. The move was in response to rising prices of meat resulting from low domestic production. In April, MOA issued licenses for imports of fresh vegetables. In addition, the MOA considered importing U.S. frozen chicken when it was feared that domestic production could not meet the peak demand during Passover this year. Although no licenses were issued, all these developments are considered positive by U.S. exporters.

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### **Elimination of Additional Import Surcharge by the Philippines**

On May 1, 1992, the President of the Philippines signed Executive Order 817 which eliminated the 5-percent surcharge on imports. This was the portion remaining from the 10-percent surcharge on all imports which had been imposed at the IMF's urging in January 1991. The original level had been reduced to 5 percent in September 1991 and was due to be terminated as of June 30. The 2-month advance was generally welcomed by the business community and is expected to move forward the surge of buying that had been expected after June 30. Increased imports of both bulk agricultural commodities and high-value food items are foreseen.

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### **Ghana to Enforce Stricter Label Requirements**

The Government of Ghana (GOG) has announced that it will immediately begin enforcement of stricter labeling requirements on imported food, drug, and non-consumable items. The GOG announcement puts local importers, distributors, and handlers on notice that all imports must identify, in English, ingredients, name and address of the producer or manufacturer, date of manufacture, and expiration date. Although enforcement will at first be selective, U.S. exporters should be aware that non-complying goods will be subject to seizure, testing, and possible confiscation.

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### **Russian Import Tariffs to be Introduced**

The Russian Minister for Foreign Economic Relations has announced that Russia will institute import tariffs by August, 1992. Individual product duties are expected to range from between 5 and 10 percent. In addition to the tariffs, some imports may be subject to a 28-percent value-added tax (VAT), which was instituted earlier this year. However, a lower VAT of 15 percent may be applied to many staple foods.



## ...Trade Policy Updates

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### Canada Initiates Antidumping Investigation for Iceberg Lettuce

The U.S. Embassy in Ottawa has been informed by Revenue Canada, Customs and Excise, that the GOC has initiated an antidumping investigation for iceberg lettuce imported into the province of British Columbia. The investigation is subsequent to a complaint from the B.C. Vegetable Marketing Commission, which alleges that iceberg lettuce imported from the United States, primarily California, during the period June 1-October 15 (the B.C. marketing season), is being dumped in B.C. There are 33 lettuce growers in B.C., 12 of whom produce only for sale at roadside stands.

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### Materials Available

- Status of Assistance to the Former Soviet Union (Revised June 3, 1992)
- Export Enhancement Program (Reprinted April 1992)
- Chronology of Grain Trade with the Former Soviet Union (April 16, 1992)
- Working Toward a North American Free-Trade Agreement (March 1992)
- Sunflowerseed Oil Assistance Program and Cottonseed Oil Assistance Program (March 1992)
- Agricultural Trade Policy and Trade for Central and Eastern Europe (Albania, Bulgaria, CSFR, Hungary, Poland, Romania, Yugoslavia)--March 1992
- Market Promotion Program (MPP)--Revised February 1992
- Technical Assistance to the Commonwealth of Independent States (January 1992)
- Opportunities in Taiwan's Food and Beverage Industry (February 1992)
- Changes and Opportunities in the Hungarian Food Marketing System (October 1991)

*The Trade Policy Updates are prepared monthly by the Trade Assistance and Planning Office, Foreign Agricultural Service, U.S. Department of Agriculture. Interested U.S. parties may send requests for copies of materials listed above to the Trade Assistance and Planning Office, 3101 Park Center Drive, Suite 1103, Alexandria, VA 22302. Tel: (703) 305-2771, FAX: (703) 305-2788.*



# Market Updates

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## **Indonesia Builds Palm Oil Refinery**

Indonesia, the world's second largest palm oil producer, has built a new palm oil refinery, funded with a \$5.4 million loan from the World Bank. Annual capacity is expected to average 50,000 tons. About 60 percent of the refined palm oil will be exported, and the rest sold domestically. Reportedly, the GOI also has plans to construct two palm oil refineries in 1993. The World Bank will also loan funds for the construction of these plants. Because palm oil refining capacity in Indonesia is limited, most of the 1.5 million tons of palm oil exported has been as crude oil. Indonesia will become more competitive with Malaysia in marketing palm oil as more refineries come on line.

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## **China's Tight Soybean Supply May Generate Imports**

As supplies continue to tighten into the summer, FAS/Beijing is optimistic that Chinese authorities will grant soybean import licenses to meet the needs of increasingly desperate end users. USDA estimates that China will need to import 200,000 tons of soybeans to supplement domestic supplies. China has not made large import purchases since 1988/89. According to trade sources, China may have bought 100,000 tons of Argentine soybeans for June/July shipment. The report indicates that the tonnage could be considerably higher. China's 1991/92 soybean crop fell 12 percent below the year-earlier harvest because heavy flooding damaged crops during the early growing stages.

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## **Canadian Wheat Board Credit to Former USSR to Cover Freight**

The Canadian Wheat Board has authorization to extend credit to cover freight costs of shipments of Board commodities to the former Soviet Union. However, total credit availability still appears to be a problem, as credit used for freight costs will not be in addition to the \$1.5 billion already extended to the former Soviet Union for purchase of the Board's commodities. Nevertheless, it is anticipated that this move, in conjunction with the easing of Canadian policy concerning Russian vessels suspected of carrying the Asian Gypsy moth, will increase the pace of Board shipments to the former Soviet Union.

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## **Japan Not to Reduce Wheat Purchase Price**

After declining 6 years in a row, the wheat purchase price that the Government of Japan (GOJ) pays to producers will not be reduced this year. Between 1986 and 1992, wheat prices were cut by 18 percent. The GOJ reportedly was originally planning to reduce the price again. However, pressure from Liberal Democratic Party politicians, looking for support from farmers in the Upper House elections slated for July, voiced concern that persistent price reductions were discouraging farmers from producing wheat. Current GOJ purchase prices are roughly 7-8 times world prices. Japanese wheat production is nearly a million tons.

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## **Japanese Importation of U.S. Wagyu Beef a First**

Japan has imported Wagyu beef carcasses from the United States for the first time in Japanese beef trade history. Wagyu, a beef cattle breed indigenous to Japan and bred in the United States since the mid-1970's, is valued by Japanese consumers for its high degree of marbling. The U.S. carcasses, imported last November and January, were graded as medium quality. The majority of Japanese Wagyu carcasses are scaled higher. Although a health protocol for Japanese cattle and bovine semen exports to the United States was signed in September, the future trade of Wagyu genetics from Japan to the United States is threatened by the Japanese Wagyu Association. Their concern has been heightened by the decline in wholesale beef prices in Tokyo which has occurred since the beef market was liberalized on April 1, 1991. From October 1991 to March 1992, the value of medium grade carcasses from Wagyu and Holstein steers declined 9 percent and 15 percent, respectively. Two purebred Wagyu bulls were sent to the United States in December, but only after numerous political and bureaucratic delays.

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## ...Market Updates

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### **California Exports Record Volume of Cherries to Japan**

California experienced a record season of fresh cherry exports to Japan. Total cherry exports to Japan from California this year amount to approximately 730,000 cartons, up 162 percent from last year. The cherries began arriving on May 14 by air, with the final shipment expected by ship on June 15. This year, for the first time, Japan's "entry date" requirement, put in place to guarantee a stable market for domestic cherries, was abolished as a result of USDA-MAFF negotiations. Accordingly, this year and in the future, U.S. cherry growers could commence exports to Japan as soon as the fruit is ready for shipment. It is expected that cherry exports will increase even more after the new airport in Osaka opens in 1994, thereby permitting direct fresh cherry exports to Western Japan.

### **French Dairy Company Expands in Asia**

The French food company BSN SA is expanding its dairy division, Danone SA, through a series of deals signed in Thailand, China, and Hong Kong. Danone has signed a franchise agreement in Hong Kong with Adil, a subsidiary of the Dairy Farm Group. In China, the company has arranged a joint venture with the Shanghai State Farm. Danone expects to produce about 2,500 tons of dairy products in the first year of business of this joint venture. In Thailand, an agreement has been reached with Saha Pathanabipul. Production in a new factory built in Thailand began in May, with the factory's capacity in the first year estimated to be about 1,200 tons of dairy products. BSN SA earned about \$600 million in 1991 through sales in the Asia-Pacific area.

### **Czechoslovakia Agricultural Managers to Train in the United States**

Three groups of Czechs and Slovaks will be in the United States for training beginning this month. These include 32 farm and co-op managers who will visit farming, financial and marketing institutions in Minnesota and Wisconsin June 21-July 10, 22 loan officers who will visit Ohio State University June 24-July 18, and 28 bank managers who will visit North Dakota State University July 8-August 1.

### **Study of Hungary's AG Sector to Be Announced**

FAS is preparing to announce for public competition a study of Hungary's agricultural sector to identify viable trade and investment opportunities for U.S. agribusiness firms interested in overseas joint ventures. The contract will also require trying to match the opportunities with specific U.S. firms. The team to make the assessment in Hungary is to be fielded by September.

### **Wholesale Market Assessment for Czecho- slovakia and Poland**

Wholesale market assessments will be carried out by the Agricultural Marketing Service between July and September in Czechoslovakia (probably fruits and vegetables) and in Poland (livestock).

### **Federal Register Notice Announces Emerging Democracies Program**

A notice in the Federal Register on June 3 announced the Emerging Democracies program and invited individuals from the private sector to state their interest in serving on assessment teams to study market opportunities in selected emerging democracies. Program guidelines have been prepared for those who express interest in the assessments. The responses will be developed into a data base of expertise in FAS.

### **Team Will Go to The Baltics for Agricultural Market Study**

Agreement has been reached to send a U.S. team to the three Baltic republics later this summer to review market opportunities in feed-related areas, particularly in the poultry and dairy sector.

### **Document on Shared Principles Signed**

Secretary Madigan and Russian Agriculture Minister Khlystun signed a joint statement of shared principles on cooperation, in the sphere of agriculture, at the White House June 16. The statement espouses devotion to free-market principles and other forms of economic activity which embody the spirit of free enterprise.



## ...Market Updates

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### **Taiwan Tobacco Monopoly Developing American Blend Cigarette**

The Taiwan Tobacco and Wine Monopoly Bureau (TTWMB) plans to introduce an American blend cigarette which may lead to increased imports of U.S. tobacco. TTWMB is currently working with a U.S. trade association to develop a cigarette using U.S. flue-cured and burley tobacco. It recently conducted a survey which showed that Taiwan's consumers prefer American type cigarettes, which first appeared in Taiwan when cigarette imports were liberalized in 1987. In an effort to become more market-oriented in view of its pending privatization, TTWMB is trying to meet consumer needs with more competitive products.

### **Deadline Nears for U.S.-EC Accord on Canned Fruit Prices for 1992/93**

On June 15, U.S. and EC officials met in Brussels to consult on the Community's processing subsidies for canned peaches and pears for the 1992/93 marketing year. Under the 1991 Exchange of Letters on the Canned Fruit Agreement, both sides are to agree on an appropriate subsidy level by June 30, ensuring the subsidy does not reduce the cost of raw fruit to EC processors below the world price. The United States agrees with the minimum grower prices and processing subsidies as they were presented at the June 15 consultation. The next step is for the Commission to propose these prices at its June 25 Management Committee meeting, where they are expected to be approved. If the prices are changed at the meeting, however, another consultation between the U.S. and EC will be required before the June 30 deadline. The failure of the U.S. and EC to agree on canned fruit prices in 1991/92 led to the U.S. decision to announce on June 16 an Export Enhancement Program for canned peaches to compensate U.S. processors for the excess EC subsidy level granted to domestic producers.



# U.S. Agricultural Exports by Major Commodity Group

## Monthly and Annual Performance Indicators and Fiscal 1992 Forecasts

	April			October–April			Fiscal Year		
	1991	1992		1990/91	1991/92		1991	1992(f)	
	-- Bil.\$ --	-- Bil.\$ --	Change	-- Bil.\$ --	-- Bil.\$ --	Change	-- Bil.\$ --	-- Bil.\$ --	Change
Grains & feeds 1/	1.057	1.360	29%	7.560	8.606	14%	12.544	13.5	8%
Wheat & Flour	0.257	0.445	73%	1.739	2.825	62%	3.058	4.4	44%
Rice	0.051	0.058	13%	0.470	0.457	-3%	0.752	0.7	-7%
Feed grains 2/	0.501	0.597	19%	3.516	3.431	-2%	5.653	5.4	-4%
Corn	0.411	0.433	5%	2.979	2.658	-11%	4.872	4.5	-8%
Feeds & fodders	0.163	0.165	2%	1.128	1.221	8%	1.926	NA	NA
Oilseeds & products	0.444	0.594	34%	3.688	4.994	35%	5.691	7.2	27%
Soybeans	0.263	0.351	33%	2.378	3.156	33%	3.464	4.2	21%
Soybean meal	0.072	0.116	62%	0.604	0.855	42%	0.978	1.2	23%
Soybean oil	0.012	0.032	171%	0.076	0.198	160%	0.192	0.3	56%
Other vegetable oils	0.047	0.035	-26%	0.252	0.265	5%	0.412	NA	NA
Livestock products	0.439	0.464	6%	3.292	3.456	5%	5.545	5.6	1%
Red meats	0.198	0.229	16%	1.453	1.642	13%	2.481	NA	NA
Hides & Skins	0.120	0.103	-14%	0.890	0.757	-15%	1.439	NA	NA
Poultry products	0.083	0.088	6%	0.578	0.706	22%	1.007	1.2	19%
Poultry meat	0.059	0.064	9%	0.423	0.521	23%	0.726	NA	NA
Dairy products	0.036	0.050	40%	0.177	0.401	126%	0.367	0.6	63%
Horticultural products	0.494	0.560	13%	3.415	3.983	17%	6.020	6.8	13%
Unmanufactured tobacco	0.150	0.181	20%	0.975	0.996	2%	1.533	1.5	-2%
Cotton & linters	0.257	0.218	-15%	2.064	1.578	-24%	2.619	2.3	-12%
Planting seeds	0.044	0.042	-5%	0.453	0.487	8%	0.625	0.7	12%
Sugar & tropical products	0.127	0.138	8%	0.949	1.008	6%	1.582	1.7	7%
Forest Products 4/	0.566	0.589	4%	3.162	3.299	4%	6.419	NA	NA
Total Ag. export value	3.132	3.695	18%	23.152	26.214	13%	37.533	41.0	9%

	-- MMT --	-- MMT --	Change	-- MMT --	-- MMT --	Change	-- MMT --	-- MMT --	Change
Grains & feeds 1/	8.114	9.488	17%	58.101	62.668	8%	NA	NA	NA
Wheat	2.409	3.180	32%	15.668	22.849	46%	26.691	34.5	29%
Wheat flour	0.073	0.073	-0%	0.546	0.451	-17%	1.074	0.9	-16%
Rice	0.166	0.169	1%	1.606	1.360	-15%	2.418	2.1	-13%
Feed grains 2/	4.440	4.985	12%	32.393	30.024	-7%	51.802	48.2	-7%
Corn	3.661	3.615	-1%	27.369	23.121	-16%	44.496	40.0	-10%
Feeds & fodders	0.882	0.918	4%	6.572	6.787	3%	11.397	11.8	4%
Oilseeds & products	1.706	2.357	38%	14.567	20.112	38%	NA	NA	NA
Soybeans	1.150	1.542	34%	10.346	14.147	37%	15.139	18.8	24%
Soybean meal	0.347	0.586	69%	2.992	4.016	34%	4.648	5.8	25%
Soybean oil	0.018	0.070	286%	0.115	0.425	270%	0.354	0.6	69%
Other vegetable oils	0.072	0.054	-26%	0.383	0.406	6%	NA	NA	NA
Livestock products 3/	0.218	0.230	5%	1.314	1.569	19%	NA	NA	NA
Red meats	0.062	0.069	12%	0.429	0.499	16%	0.744	0.9	21%
Poultry products 3/	0.051	0.061	19%	0.386	0.475	23%	NA	NA	NA
Poultry meat	0.049	0.058	19%	0.370	0.455	23%	0.614	0.7	14%
Dairy products 3/	0.020	0.030	48%	0.109	0.226	108%	NA	NA	NA
Horticultural products 3/	0.416	0.499	20%	3.003	3.470	16%	5.048	5.9	17%
Unmanufactured tobacco	0.022	0.028	27%	0.157	0.158	1%	0.239	0.2	-16%
Cotton & linters	0.157	0.158	0%	1.258	1.064	-15%	1.598	1.6	0%
Planting seeds	0.037	0.073	95%	0.306	0.488	59%	NA	NA	NA
Sugar & tropical products 3/	0.090	0.093	3%	0.646	0.640	-1%	NA	NA	NA
Total Ag. export volume 3/	10.83	13.02	20%	79.85	90.87	14%	129.35	140.0	8%

NA = Not available.

1/ Includes pulses, corn gluten feed, and meal.

2/ Includes corn, oats, barley, rye, and sorghum.

3/ Includes only those items measured in metric tons.

4/ Wood products are not included in agricultural product value totals.

Note -- 1992 forecasts are taken from "Outlook for U.S. Agricultural Exports," May 29, 1992.

## U.S. Agricultural Export Value by Region

### Monthly and Annual Performance Indicators and Fiscal 1992 Forecasts

	April			October – April			Fiscal Year		
	1991	1992		1990/91	1991/92		1991	1992(f)	
	-- Bil.\$ --	-- Bil.\$ --	Change	-- Bil.\$ --	-- Bil.\$ --	Change	-- Bil.\$ --	-- Bil.\$ --	Change
Western Europe	0.564	0.574	2%	5.044	5.411	7%	7.310	7.6	4%
European Community	0.519	0.530	2%	4.706	5.067	8%	6.774	7.1	5%
Other Western Europe	0.045	0.045	-1%	0.338	0.344	2%	0.536	0.5	-7%
Eastern Europe	0.018	0.026	41%	0.222	0.122	-45%	0.303	0.2	-34%
Former Soviet Union	0.199	0.226	13%	1.145	1.876	64%	1.716	2.7	57%
Asia	1.230	1.480	20%	9.072	9.875	9%	14.647	15.7	7%
Japan	0.673	0.769	14%	4.781	5.024	5%	7.718	8.1	5%
China	0.042	0.087	108%	0.403	0.530	31%	0.667	0.9	35%
Other East Asia	0.377	0.442	17%	2.877	3.058	6%	4.644	4.9	6%
Taiwan	0.135	0.185	37%	1.035	1.215	17%	1.736	1.9	9%
South Korea	0.175	0.191	9%	1.387	1.349	-3%	2.159	2.2	2%
Hong Kong	0.067	0.066	-2%	0.456	0.493	8%	0.744	0.8	7%
Other Asia	0.138	0.183	33%	1.011	1.263	25%	1.618	1.8	11%
Pakistan	0.010	0.001	-88%	0.072	0.153	114%	0.143	0.2	39%
Philippines	0.023	0.052	123%	0.210	0.249	18%	0.373	0.4	7%
Middle East	0.091	0.110	20%	0.810	0.985	22%	1.366	1.7	24%
Iraq	0.000	0.000	0%	0.000	0.000	0%	0.000	0.0	0%
Saudi Arabia	0.023	0.036	60%	0.283	0.322	14%	0.481	0.6	25%
Africa	0.121	0.192	59%	1.090	1.124	3%	1.819	1.9	4%
North Africa	0.085	0.129	52%	0.822	0.789	-4%	1.325	1.2	-9%
Egypt	0.034	0.085	146%	0.426	0.452	6%	0.692	0.6	-13%
Algeria	0.037	0.033	-11%	0.275	0.225	-18%	0.422	0.5	18%
Sub Saharan Africa	0.036	0.062	75%	0.268	0.335	25%	0.493	0.7	42%
Latin America	0.497	0.586	18%	3.106	3.731	20%	5.474	6.1	11%
Mexico	0.285	0.395	39%	1.643	2.132	30%	2.872	3.4	18%
Other Latin America	0.212	0.191	-10%	1.463	1.599	9%	2.601	2.7	4%
Brazil	0.007	0.006	-7%	0.149	0.116	-22%	0.271	0.2	-26%
Venezuela	0.029	0.030	2%	0.161	0.198	24%	0.307	0.4	30%
Canada	0.395	0.424	7%	2.433	2.733	12%	4.395	4.7	7%
Oceania	0.023	0.029	25%	0.209	0.260	24%	0.344	0.4	16%
World Total	3.132	3.695	18%	23.152	26.214	13%	37.370	41.0	10%



**U.S. Agricultural Imports**  
**Monthly Performance Indicators and Fiscal Year-to-Date Comparisons**

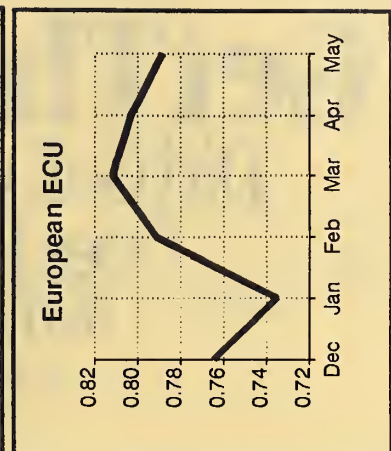
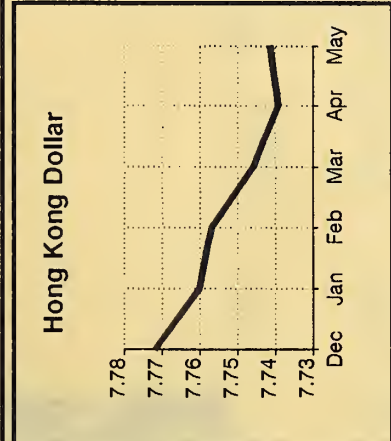
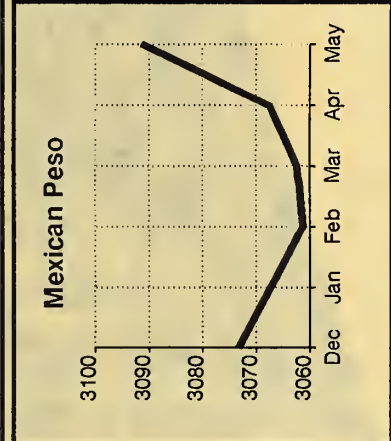
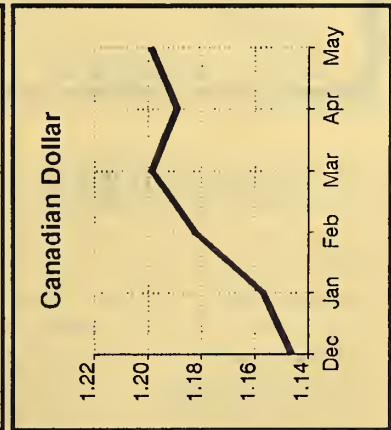
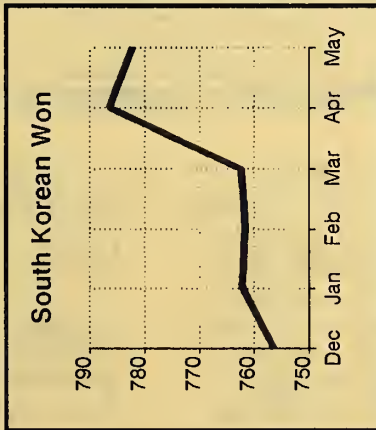
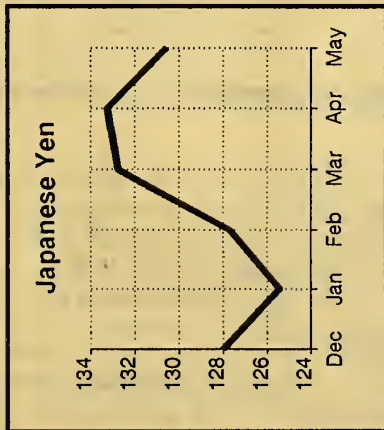
By Commodity (\$Millions)	April		%	October–April		%
	1991	1992	Change	1990/91	1991/92	Change
Fruits and vegetables	780.5	827.0	6.0%	5,003.8	5,228.8	4.5%
Bananas and plantains	84.7	100.0	18.1%	544.2	615.7	13.1%
Other fresh fruits	136.4	111.4	–18.4%	552.0	549.7	–0.4%
Fruit and veg. juices	56.1	65.8	17.3%	415.4	532.7	28.2%
Edible tree nuts	23.9	28.9	20.7%	265.0	246.0	–7.2%
Wine and wine products	70.2	83.8	19.3%	580.8	586.8	1.0%
Sugar and tropical products	548.5	504.6	–8.0%	3,411.7	3,521.3	3.2%
Sugar & related products	90.0	136.8	52.1%	623.2	599.1	–3.9%
Cocoa & cocoa products	105.2	77.2	–26.6%	609.2	710.2	16.6%
Coffee & coffee products	186.1	144.8	–22.2%	1,196.3	1,171.6	–2.1%
Spices	29.9	32.8	9.5%	191.2	219.9	15.0%
Rubber & allied products	79.2	53.1	–32.9%	416.6	424.7	1.9%
Livestock and products	418.6	441.2	5.4%	2,780.1	2,710.2	–2.5%
Live animals	120.7	124.9	3.5%	770.3	798.8	3.7%
Beef and veal	164.4	184.6	12.3%	1,096.1	1,099.9	0.3%
Pork	76.8	52.8	–31.3%	528.3	376.8	–28.7%
Grains and feeds	102.9	137.9	34.0%	752.9	878.5	16.7%
Oilseeds and products	75.2	93.9	24.8%	535.3	587.9	9.8%
Cotton and products	21.6	32.7	51.0%	110.5	141.5	28.0%
Tobacco products	60.9	36.4	–40.2%	366.0	395.3	8.0%
Dairy and poultry products	64.0	75.3	17.6%	495.2	534.4	7.9%
Agricultural Total	2,072.3	2,148.8	3.7%	13,455.4	13,997.8	4.0%
By Region (\$Millions)	April		%	October–April		%
	1991	1992	Change	1990/91	1991/92	Change
EC–12	323.8	378.1	16.8%	2,597.0	2,666.9	2.7%
France	56.0	71.3	27.4%	435.0	467.7	7.5%
Netherlands	52.5	68.4	30.4%	449.5	435.8	–3.0%
Italy	54.6	63.0	15.3%	447.7	482.1	7.7%
North America	613.0	598.5	–2.4%	3,617.4	3,691.8	2.1%
Canada	292.8	336.4	14.9%	1,907.9	2,201.2	15.4%
Mexico	320.2	262.0	–18.2%	1,709.4	1,490.5	–12.8%
South America	345.3	327.4	–5.2%	2,296.5	2,357.8	2.7%
Brazil	97.8	86.3	–11.8%	859.9	807.1	–6.1%
Colombia	66.8	74.2	11.1%	459.7	547.1	19.0%
Asia	254.0	272.2	7.2%	1,617.5	1,846.9	14.2%
Thailand	46.3	54.8	18.4%	272.6	368.9	35.3%
Indonesia	69.9	51.4	–26.5%	410.8	460.7	12.1%
Oceania	166.9	218.0	30.6%	1,139.3	1,108.2	–2.7%
Australia	88.8	119.1	34.2%	690.0	627.0	–9.1%
New Zealand	76.8	98.2	27.8%	435.9	459.6	5.4%
Central America	140.1	170.9	22.0%	815.2	903.2	10.8%
Middle East	36.1	19.7	–45.4%	253.8	252.1	–0.7%
Africa	64.2	50.6	–21.3%	298.0	377.9	26.8%
Other West Europe	31.9	37.5	17.4%	232.0	223.5	–3.7%
Fmr. Sov. Union	0.6	0.5	–16.7%	8.7	9.3	6.9%
E. Europe	25.9	19.7	–23.9%	199.0	183.1	–8.0%
South Asia	28.5	23.9	–16.2%	172.1	186.2	8.1%
Caribbean	34.6	27.9	–19.4%	178.9	149.1	–16.7%
North Africa	7.2	3.9	–45.8%	30.0	42.0	40.0%
World Total	2,072.3	2,148.8	3.7%	13,455.4	13,997.8	4.0%

# Exchange Rate Movements Of Major World Currencies Vis-a-Vis U.S. Dollar -- Daily Spot Quotations & Monthly Averages

Currencies	Current Rate 6/16/92	Month Ago 5/16/92	Year Ago 6/91	% Change Year Ago 6/91
Argentine Peso 1\	.99	.99	.99	0.1
Australian Dollar	1.3280	1.3198	1.3123	1.20
Brazilian Cruzeiro	3048.71	2512.30	287.65	959.87
Canadian Dollar	1.1967	1.2027	1.1417	4.82
Hong Kong Dollar	7.7320	7.7340	7.7230	0.12
Japanese Yen	126.47	129.85	140.65	-10.08
Mexican Peso	3119.01	3083.50	3017.50	3.36
Taiwan Dollar	24.47	24.72	27.21	-10.07
South Korean Won	805.75	763.97	724.35	11.24
European ECU	.76313	.78454	.87721	15.9
-British Pound	.5363	.5488	.6152	-12.83
-French Franc	5.2680	5.4100	6.1030	-13.68
-West German Mark	1.5635	1.6110	1.7950	-12.90

1\ The Argentine Austral was recently converted to the Peso at a rate of 10,000 to 1.

NOTE: Exchange rates are daily spot quotes as of 3:00 PM Eastern Time, June 16, 1992.  
Source: TEID/IIP/FAS Exchange Rate Database and Wall Street Journal.





# Get The Answers Fast:

Did Bolivia Boost Barley Imports?

Does Portugal Produce Pears?

Did Egypt Export Eggs? Will Nigeria

Need More Nuts? How Does Foreign Fruit

Fare in France? Are Apples Allowed Into Australia?

How Much Cotton Does Canada Cultivate? Will More Meat

Move Into Mexico? Did Denmark Demonstrate a Demand for Duck?

Is Beer a Big Export for Brazil? Does Tunisia Tariff Tobacco? How Well

Does Guatemala's Grain Grow? Does India Import Indigo? Has Belgium Banned

Bacon at its Borders? Does Poland Process Potatoes? Are Peanuts Protected in

Portugal? Is Sesame Significant in Senegal? Does Chile's House Consume Locals?

How Russian? Does Romania Produce? Is Rice? What's Left in Liberia's Life? Does Singapore

See Indonesia at Border? Is the Portuguese Potato? How's Turkey? What's Happening? Trade? Vietnam

and what else is left? How does Spain? And the President has been? Yes it's America

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